

# SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects

February, 1906

JANESVILLE, WISCONSIN, U. S. A.

No. 53

## YOU HAVE THE POWER

To Do the Largest Business in Fountain Pens in Your City!

ARE YOU GETTING IT?

**YOU HAVE THE POWER**  
TO DOUBLE YOUR SALES THIS YEAR.

Will You Do It?



ANY little things make one large one. Careful attention to little indications frequently leads up to the big things. Big things by their very size attract the multitude, so that our chances of getting hold of a big thing are therefore reduced.

But the little things are overlooked by the many, are plentiful, and are the very foundations of success.

Learn to love your business and you will soon intuitively divine what your customer has in his mind, and frequently a suggestion tacitly put by you will bring the buyer to the surface and lead to a sale.

Without this love of business, the ability to discern, the ambition to succeed, you will be without

### ENTHUSIASM

And will soon drift back into the class of the mediocre. The powerful locomotive that passes by, with its immense load behind, is use less without steam to revolve the great drive wheels.

The salesman without ENTHUSIASM

**IS AS AN ENGINE WITHOUT STEAM.**

Turn on this great irresistible force of enthusiasm backed by good judgment and develop the great power of which you are the master and from which you are able to produce marvelous results

If in a scale of 100 you have registered only twenty five or fifty, or anything short of 100, start today to make it register 100 during 1906.

Every sale you make for the house, which would have been lost only for extra tact and good judgment and well directed energy on your part, counts one per cent.

Yours sincerely,

*Geo. S. Parker.*

We have something of a treat in store for those who appreciate high art in advertising. We have just placed an order with one of the best known lithographic firms in the country, who are noted for fine work, for a lithograph which in size will be 33x50 inches. It will be printed in eleven colors. It represents a scene in which a big burly Indian astride a Broncho has just stolen a beautiful white girl, likewise a package of Parker Pens, and is fleeing from a band of Apache warriors, who are intent upon his capture and the recovery of the beautiful maiden. It is one of the most spirited scenes and is sensational enough to attract attention wherever it is displayed. It is full of life, fire and animation. We have never put out anything, from an artistic standpoint, that will anywhere equal this picture. Inasmuch as they are so expensive, they will be sent only to dealers who make requests for them. The dealer who will agree to give them a good showing, we will be only too glad to send them.

Salesmanship is just as much a profession as is the practice of law or medicine.

A man to be a good salesman must be a skilled diplomat, pleasant, agreeable, brave, cheerful and enthusiastic. He must bear in mind that the mind of his customer might be compared to a garden. In this mind garden are planted seeds of desire to own something the salesman has to sell. How to cultivate that little plant of desire until it bears fruit, to keep it from being choked out by other desires, by skillfully pulling up the weeds and cultivating the real plant, are all questions of deep thought and careful study.

### A PROFESSION

Is your pen stock? You carrying along a dog-eared, shabby, disheveled pens that are more or less out of repair? The progressive customer MAY NOT make allowances, as you do, for appearances. The chances are, the neighbor who has a more inviting and better looking array may be the cause of your possible complaint of slow sales.

Do you know that "hard times" is not by all means, a bad thing? This may sound queer, but as a matter of fact, it weeds out a lot of lazy incompetents who should never have been in business, and purifies the commercial atmosphere. The many years we have been in business has taught us some peculiar lessons.

Occasionally we receive a letter from some customer who writes a frank, manly letter, saying his collections have been a little slow, and if satisfactory and convenient, he would like a little extension of account for a little time. If it is a pleasure to comply with his request.

When we receive a letter from a customer who says, "Pens are no good, can't sell." We look up his account, find record "stained." We get from Bradstreet or Dunn a special, up-to-date report of this man. In nine cases out of ten, we find it of such nature that we lose no time in getting in touch with the best attorney in town.

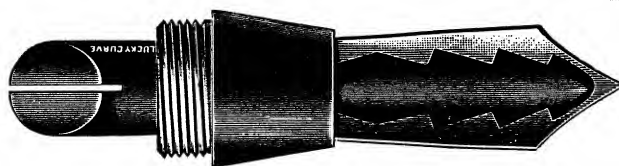
Now, as a matter of fact, so-called "hard times"—slow trade—which overwhelms and destroys misfits, is to you but a signal to work harder, to exercise a greater care, to be more diplomatic, to cultivate the "buy" in your customer more assiduously than ever. Result? You come through stronger, better equipped, mentally, morally, and financially.

"'Tis easy enough to be pleasant  
When life goes like a song,  
But the man worth while is the man with a smile,  
When everything goes wrong."

Please remember, if trade is slow it is not altogether because of lack of opportunity to make sales, but it is sometimes because of our not utilizing what opportunities we have. Suppose fifty prospective Fountain Pen buyers enter your place of business. Out of this number about one would actually ask for a Fountain Pen **if he thought of it.** The other forty-nine have not the desire sufficiently developed to have it come to the surface without a little aid on the part of the salesman. **The salesman must first introduce the subject. This is the line of demarkation which divides the skilled from the commonplace salesman. Get acquainted and be pleasant. Make your story an interesting one.**

**Only about one person out of fifty excellent prospectives will ever ask for a Fountain Pen.** You will then readily see why it is that cultivation, stimulation, and development of the desire to own and use a Parker Pen, on the part of the salesman, brings the desired result. One of the winners of the sweep-stake prizes we offered for window displays wrote us that any dealer who did not carry a case assortment of Parker Pens **and keep that case full,** was simply burning his money.

### WINDOW DISPLAY



The Spearhead Ink Retainer used in the Parker Pen to prevent leaking or blotting is the most valuable improvement made in fountain pens in recent years. Patented and used only in Parker pens.

When you sell a pen to a prominent person ask him to give you a letter of testimonial about the Parker Pen. Have it written on his own letter head. Then use these letters on prospective purchasers. They will carry much weight and enlarge your sales.

### TESTIMONIALS

Keep the letters together so you can show them to a prospective buyer, and you will be surprised at the effect.

We have on the press a neat little eight page booklet written by one of the most successful retail salesman, Mr. B. W. Baker. One paragraph of which we quote.

**Keep as large a stock of pens on hand as you possibly can. It is the writer's experience that the larger assortment of pens carried, the greater are the number sold. If you find an overstock on one style, send them in to the factory and exchange them for others.**

By the way, a postal card request will bring a copy by return mail. One copy will also be placed in the next package of pens you order. Please see that it gets into the right hand.

There are ways the dealer can follow, which will make the pens stay by him for all times, and there are ways whereby he can quickly turn them into money, and be in the market for more. The first plan came under the writer's attention two or three years ago. When on a trip to New York, he stopped at the beautiful little city of Poughkeepsie. Among the customers whom he called upon was a good German friend. When asked how his fountain pen business was he answered, "Not at all." "Yes, but you have no pens in sight. Have you sold them all?" "I show you," answered our good friend, and he led the way to the back part of the store where his safe stood, and there they were, safe in a drawer in the safe, as completely hidden as though they had been in Egypt, so far as the public were concerned. He could not be induced to put them out where they could be seen.

We do not mean to say that every man would fail, as did this friend some two months after this incident, but we do say, "It is not good business."

**Don't forget to order Fountain Pen Ink—a great seller. See last page**

# CARBON PAPER

There is no business office or mercantile establishment that should not use Carbon Paper. It enables the user to make duplicate or manifold copies of orders, correspondence AT ONE WRITING. Every business letter, every order given should have an exact duplicate made and retained by the originator. Each sheet of carbon can be used many many times. It is inexpensive. Retail to 60c per dozen and costs but \$2.00 per box of one hundred sheets. Try a box or two with your next order and see how easily it is sold. Please specify whether for Pen or Typewriter use as it is made for both purposes.

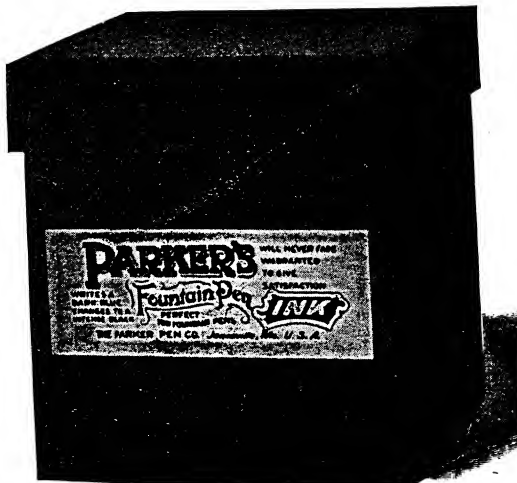
**INK** The weather will soon be such that ink can be shipped with comparative safety. Please bear in mind we make and sell a complete line.

We quote the following wholesale prices:

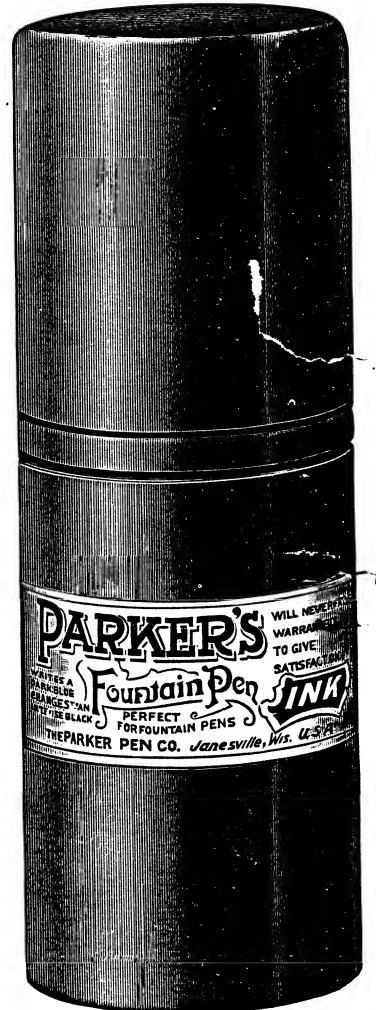
- PARKER'S BLACK INK**, 2 ounce cones, . . . . . doz. 30c
- PARKER'S WRITING FLUID**, 2 ounce square bottle, . . . . . doz. 35c, gross \$4.20, quarts, each 40c, doz. \$4.00
- PARKER'S RED INK**, 2 ounce, . . . . . doz. 35c, gross, \$5.20
- PARKER'S MUCILAGE**, 4 ounce, . . . . . doz. 69c, gross, \$7.20
- PARKER'S LIQUID GLUE**, 1 ounce jars, . . . . . doz. 60c

## MERCUR PENS

In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader, we have concluded to put out a Fountain Pen under the name of "Mercur" that we will sell to the trade in lots of one dozen or more, at \$6.00 per dozen. Just the thing with which to make a run. A gross would cost you \$70.00. It is an excellent pen for the money and will give excellent satisfaction. We are in a position to fill orders large or small. A very good Pen for the money. Net wholesale price per doz. **\$6.00**



No. 1—Parker's Fountain Pen Ink. Price 25c. Each bottle packed in pasteboard carton. A handsome package and staple seller. Wholesale price, \$1.25 a dozen.



No. 2—Parker's Fountain Pen Ink. Exact Size. Price 25c.



**HEREWITH** is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band (for soft rubber soon gets rotten and becomes worthless). The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central strand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at either 5 or 10 cents each, and cost \$1.00 per quarter gross wholesale. Per gross \$3.75.

**Silver Dollar** Upper or lower feed, as desired, price **\$1**

Supplied under the name of "Palmer Pen" if desired.



This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good pen for the money. Has screw joint but does not have Lucky Curve Feed. Best the market affords for the price.

**Parker's 'Travelers' Fountain Pen Ink. No. 2 Package.**

Price, 25c. Screw Top, Wooden Case. Bottle Fitted with Patent Fountain Filler. Great seller. Wholesale, \$1.50

## LET US TALK IT OVER.

Confidence is the father of success.

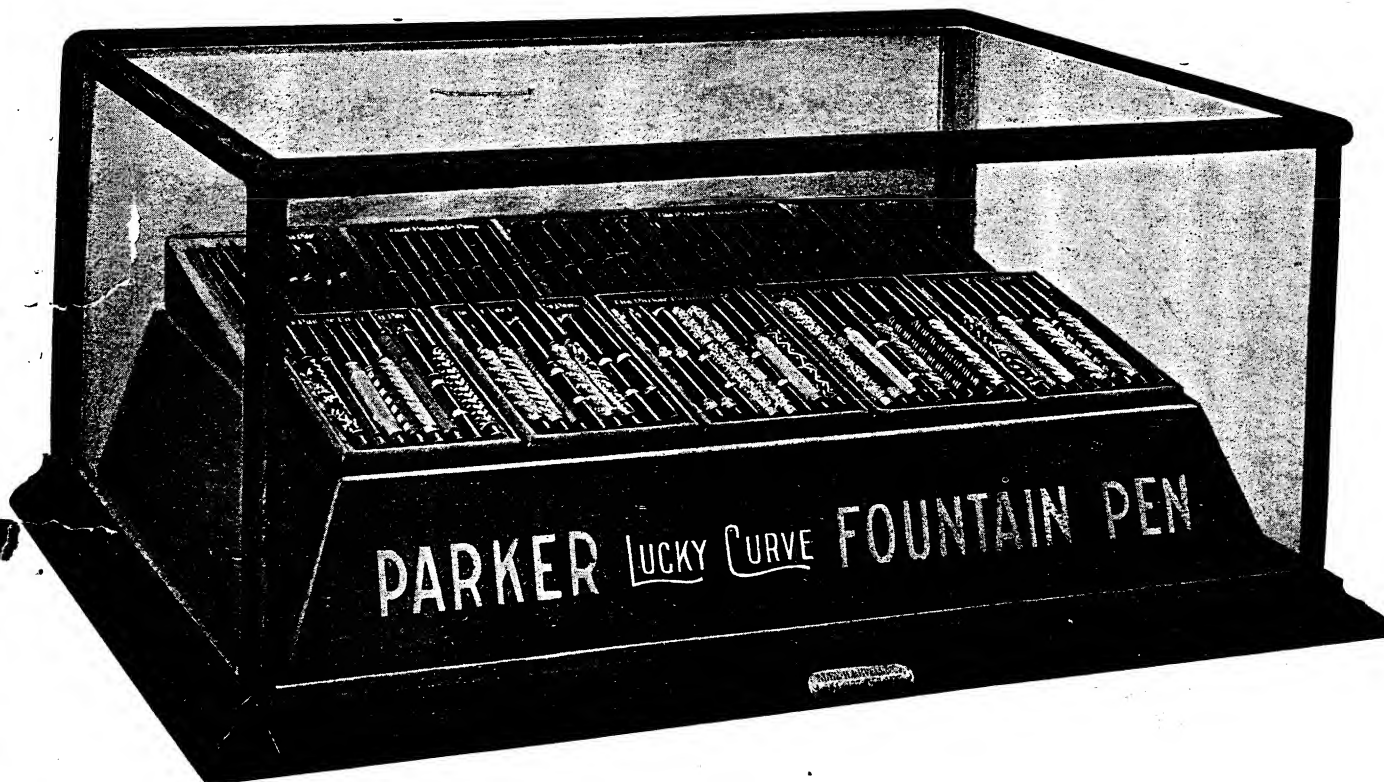
Men attract what they really want, but many thwart success by failure to provide means for bringing to them that which they most desire.

What relation does a Parker show-case assortment of Fountain Pens sustain to success in pen selling?

Very much!

In order to get down to the beginning of the science of salesmanship, it is well to compare the mind of a man to that of a garden. In this garden, if you would grow flowers, you must plant the seed—yes, more than this,

sprouted and is growing. Now the cultivation must be left with you. If you are in love with your business, you are on the outlook for indications. A glance at your prospective will reveal intuitively that the possible purchase of a Parker Pen is in his mind. You are on the ground with a pleasant manner and a cheerful word, put in a way that the prospective will feel he is doing you a favor to try the proffered pen, "but he tried it," and likes it. Meantime, you are cultivating the "mind plant" and developing the growth of



you must cultivate the plant after it has started to grow. With proper cultivation and attention it is brought to the desired point, viz: Of bearing flowers, and the object sought is gained.

The show-case assortment attractively and invitingly displayed, where the eye of your prospective customer can light upon it, suggests to him **PARKER PENS**. The seed is planted! It brings to the mind having seen Parker Pens advertised. The seed has

the desire by an interesting little story of the merits of the "Lucky Curve," the Anti-Break Cap, the Spear Head Ink Retainer, etc.

When lo! The sale is consummated.

**"ALL THAT A MAN ACHIEVES OR FAILS TO ACHIEVE IS THE DIRECT RESULT OF HIS OWN MIND."**

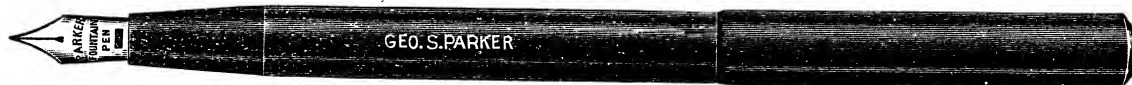
You recognize that this is logical, sane and reasonable. In successful operation with others equally successful results awaiting you. Will you make the start?

We have shown cases that hold two dozen, four dozen, six dozen and twelve dozen. We also have a proposition ready for you that will make it as easy for you to carry any one of the above assortments as it is to carry one dozen without a case. With the case plan it is possible to increase your pen business from 100 to 500 per cent.

**DISPLAY BOXES**, for window display. Several times larger than the regular boxes but of which they are fac-similie. They are collapsible. They are good advertisers. Will mail a bunch if you can use them to good advantage.

Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price, \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted.

No. 018—Jointless, same Size and Price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted.

No. 020—Jointless, same Size and Price as No. 20.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied, when so desired, with practically same size barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 023—Jointless, same Size and Price as No. 23.



No. 23 1/2. Chased. Price, \$3.00.

It is practically the No. 23, but with beautifully chased barrel and cap. It is particularly suitable as a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price, \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain at \$3.00. No complete stock should be without a few of these.

No. 023—Jointless, Hexagon, same Size and Price as No. 23.



No. 24. Price, \$4.00. Screw Joint. Chased Barrel if Desired.

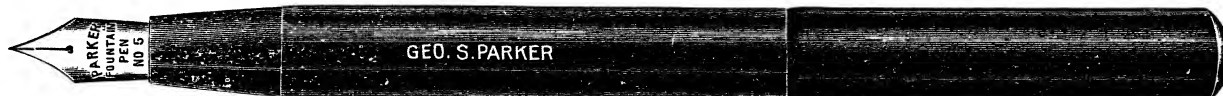
This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping.

No. 024—Jointless, same Size and Price as No. 24.



No. 24—Falcon. Price, \$4.00. Screw Joint.

Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung will indicate that there are many waiting for and wanting just such a pen. By all means order a sample or two. We have them in very fine points, medium, coarse or even stub.



No. 25. Price, \$5.00. Screw Joint. Chased Barrel if Desired.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

No. 025—Jointless, same Size and Price as No. 25.

Nos. 24, 25 and 26 can now be supplied with handsomely chased barrel when so ordered

Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



No. 26. Price, \$6.00.

We make but one pen larger, No. 25. It tells the story of what luxury may be had from the use of a large sized fountain. The smooth, beautiful action of this pen comes from the larges sizes.



No. 28. Price, \$7.00.

This is a new number. It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 5. You probably have among your customers some Lawyer or Doctor who is just waiting for such a pen.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl, gold bands. Price, \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes.



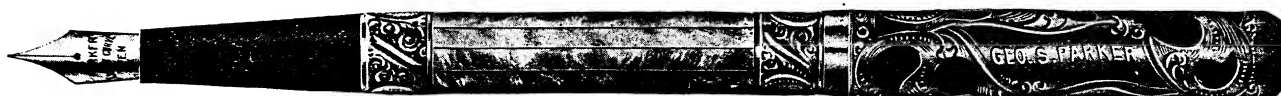
No. 21. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 20 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen.



No. 14. Price, \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above. Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 15. Price, \$7.00.

Just out. One of the prettiest in our line of fancy pens. Pearl barrel with Gold Bands. Gold Filigree on Cap. Name plate, so the name of owner can be engraved on same. This cut does not begin to show the beauty of this magnificent creation.



No. 30. Price, \$10.00.

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold-covered No. 30. If you want to make some dear friend a present that will be treasured for a lifetime, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or members of society, lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Morocco box no extra charge.



No. 40. Price, \$20.00.

We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief, as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush or morocco box without additional charge.

Will you succeed? Sit down and quietly reflect over the opportunities you failed to embrace in the last 24 hours. Resolve that the opportunity presented during the coming 24 hours will be grasped. Repeat for a week, then add your totals.

## Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



**No. 1. Plain Barrel Parker Lucky Curve. Price, \$1.50.**

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



**No. 3. Ladies' Size. Price, \$2.00.**

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



**No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.**

Considerably larger than the Ladies' size of the same number. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet is a popular pen today. Comes with a great variety of patterns on barrel.



**No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.**

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a great variety of fancy cases as shown.



**No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.**

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size as shown in engraving, the other, ladies' size, considerably smaller.



**No. 8. Hexagon. Price, \$2.50.**

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.



**No. 9. Gold Mounted. Price, \$4.00.**

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday or holiday gift it is simply ideal.



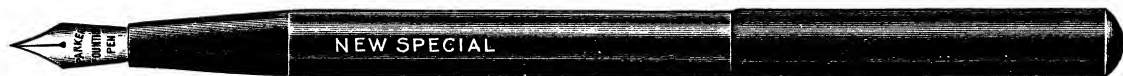
**No. 10. Twist. Price, \$3.50.**

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



**No. 11. Aluminum. Price, \$3.50.**

This cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver, as it does not tarnish.



**New Special. Price, \$1.50.**

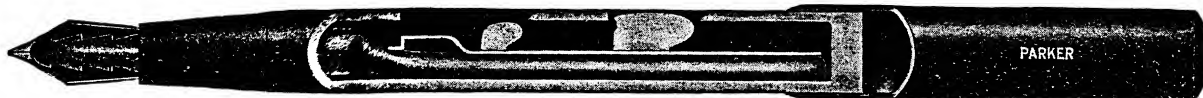
Slip-over Cap. Looks like a \$2.50 pen. A pen with which to meet competition. Can make your own retail price.

# Price List of the Parker Self-Filling Fountain Pen

"LISTEN TO THE CLICK"—When It Clicks It's Locked and Filled



This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked where the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the barrel which is shown by the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut below. As soon



as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown above.



No. 20. Self Filler. Price, \$2.50.

This is the lowest priced Self-Filling Fountain Pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price, \$3.00.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.



No. 24. Self Filler. Price, \$4.00.

This is a full size larger than the preceding number both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



No. 25. Self Filler. Price, \$5.00.

This is the largest Self-Filling Fountain Pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.

We absolutely Guarantee this pen to be exactly as represented and to be more satisfactory than any other Self-Filling Fountain Pen on the market. The pen is made only in the styles as shown on this sheet, and is sold at \$2.50, \$3.00, \$4.00 and \$5.00 each. If you are interested in a Self-Filling Fountain Pen, you will certainly be pleased with the new Parker Self-Filler.

There is an unmistakable demand for the Self Filler. Not to have some in stock is simply losing trade



# SID

About the

September, 1906

NOTE - ARTICLE ON PAGE 3

RE: KEY CODE NO. OF  
STREET ON DIFFERENT  
PARKER MAGAZINE ADS.

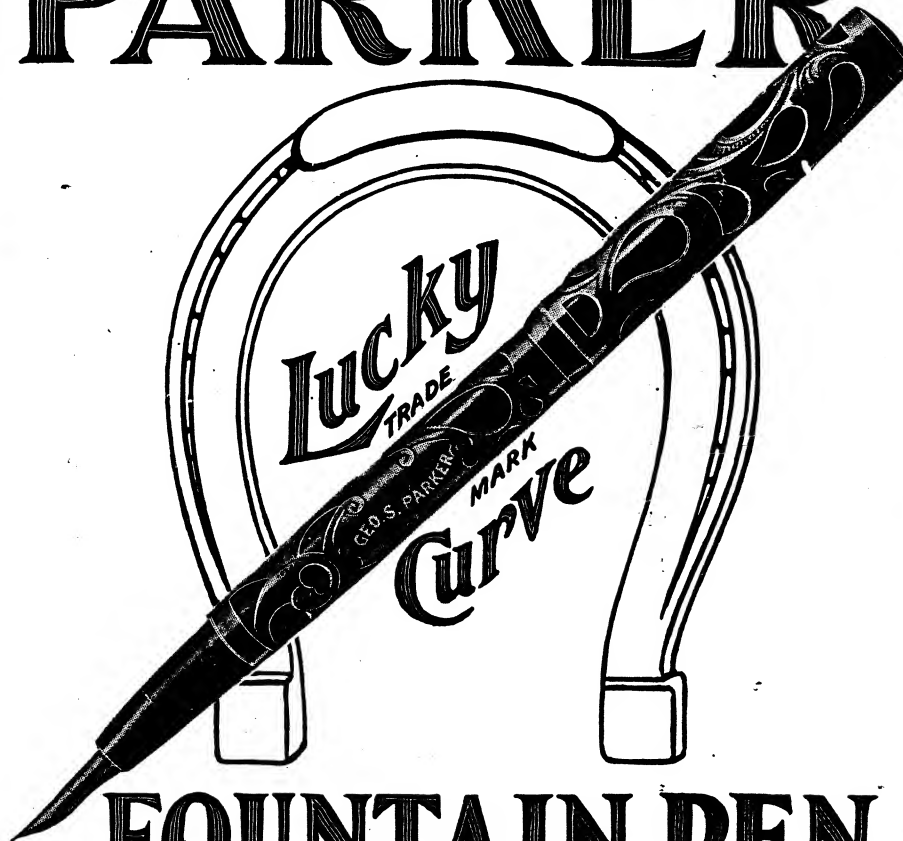
# LK S

Other Subjects

No. 59

*also see July 1897 issue  
re: same*

# PARKER



# FOUNTAIN PEN

**"MR. PARKER**

**Certainly makes a good fountain pen"**

is the verdict of thousands.

Because he makes an honest pen and makes it the best he knows how.

The Parker carries with it a **WRITTEN WARRANT** signed by both the dealer and the manufacturer. Has points of superiority which other pens do not have, such as the **LUCKY CURVE**. This **PREVENTS** your finding ink on the nozzle every time the cap is removed. The **Spear Head Ink CONTROLLER PREVENTS** overflow or dropping. These are only two reasons (there are others) why the Parker gives the best service and satisfaction. Costs more than shoddy goods, but worth double the difference. Made either in Standard or Self Filling.

More than **10,000** dealers sell the Parker, because they believe in it and recommend it. Please ask **your** dealer. If he does not sell them, we will fill your order by mail. Beautiful Art Catalog mailed on request. Please write us today.

**PARKER PEN CO., 82 Mill St., Janesville, Wis.**

*P. S.—A very useful little present mailed to any one sending for Catalog, who is interested in the purchase of a Fountain Pen.*

It is, in a measure, ability to discern what is passing in the customer's mind! To create, then cultivate that desire thus created to possess something the dealer has to sell. Any dealer, or salesman, is seriously handicapped, or chained down, who is thinking unkind thoughts, or who is not thoroughly in love with HIS business.

**WHAT IS GOOD SALESMANSHIP?**

Among intelligent people, it is no longer doubted that a thought is something just as real as a chair, a piece of money, or any other thing one can see. One can think and send out thoughts that attract the customer, or thoughts that repel. You do not have to stop long to think of a certain store where the very atmosphere seems to be charged with welcome and good cheer, where your wants, large or small, are attended to, your trade appreciated, and invited to come again. This is the result of right thinking, good judgment and satisfactory treatment. The man who repels you by his thoughts is also in business—usually only for a short time, for he is his own agent of destruction. He charges the atmosphere of his store with a negative influence. You do not know what it is, but you buy of him only what you can't get anywhere else in town. Realizing all this, is it not a wonder that so many make a success?

Right thinking, hard and effective thinking, the "do unto others as you would like to be done by" thinking, is the kind that pays in daily satisfaction, as well as dollars.



There is no man or woman too old or too young who does not appreciate, down in their hearts, little courtesies and attentions in a nice way.

**DOWN IN THEIR HEARTS**

Just a word here and a smile there may be the turning point that will influence a sale. Suppose you were to say, Mr. Parker advertises that he is making a pen to suit YOU. I believe we have that pen in stock. Anyway, I have one laid out for you which I wish you would try. It may be after you found out what a lot of comfort and pleasure was to be had from this, you would like to keep it."

Now, don't you think this kind of treatment would count? It will, and does. Just try it.



The School and Student trade are upon us. We are apt to overlook the fact that times are changing.

**MAKE THE BOYS FEEL AT HOME**

Time was, and not very long ago, either, that a fountain pen in a public school was a rarity. Now,—well, just watch the school children buying Parker Pens. Students? Probably 95 per cent. of these are fountain pen buyers. Cater to this trade for fountain pen trade. Make the boys feel at home. Get them to say a good word for you "among the fellows." No one is quicker to appreciate good treatment and good fellowship than these young fellows, and none are quicker to regret lack of it.

Every dealer should make use of our new series of black and white reading signs especially designed for this class or trade.



What an exceedingly short distance one has to travel to cross the boundary line between Success and

Failure! Just a step. Yet many of us complain for lack of success when we are on the wrong side of 'the line. The best ammunition in the world will not be effective unless the gunner shoots straight ahead and hits his mark. Neither will Parker Pens, nor any other goods in themselves, put the dealer on the Success side unless the dealer does his part and makes use of his ammunition in the right way.



**PARKER PEN SIGNS READY FOR DISTRIBUTION**

"STOLEN TREASURES," an Indian Poster; beautifully lithographed, many colors; large size 33 x 50, small size about half of large one.

"GERALDINE," new, just out. Female figure. A work of art and a beauty. Seven colors.

"STACK OF FAVORITES", a military picture, 13 x 17.

"PARKER PEN," size 8 x 10, a neat little hanger.

"USE THE PARKER PEN." Iron sign 2 1/2 x 14 for door or anywhere it can be used. It is thin iron enameled and will stand the weather.

BLACK AND WHITE series of signs printed on heavy plate paper with catchy phrases on them, very popular.

Any or all of these are at your command. If you are alive and awake to the pen business use plenty of advertising matter. It's free to you. Set-up electros with cuts of pens and type matter all ready for use by adding your name.

Brighten up your pen sales. If a man is not going ahead he is going behind. There is no middle ground. It is really wonderful what a little bunch of personal undivided effort will do. You have it in your power if you would do it, to sell more pens in the next 30 days than you have heretofore sold in a year. The strength you will gain, the power you will discover which you possess to do these greater things will be a help for the future.



The man who is the happiest and most contented and is a good citizen is the richest man on earth.

The more dollars is no guarantee of happiness. Working merely for dollars is on a par with...

Many times... who is making a success of his chosen... by the one... dollar or two a... to leave his chosen work. DON'T... you find your place, learn to love your work just as well as honest consci... will permit. Do it so good that no... better and your reward is sure.

The young man who is starting in life would do well to bear this in mind. MAKE A RECORD. Whatever you do, do it well and do a lot of it.

If you were selling pens you would not think of handing your customer but a single pen when you had a whole case of them in stock. So in making a record, show how much you can do and not how little. If you are sweeping out the store see how neat and clean you can make it, and do it quickly. Business men are looking for and are anxious to get these kind of young men.

By the way, we suppose you have not infrequently noticed the different numbers we prefix to Mill St. in our magazine advertising. **THE KEY NO.** It's done for the purpose of enabling us to know which publications are paying and which are not. When a man writes for a catalog he is pretty sure to get the address just right, street number and all. Therefore, when we get a letter addressed 22 Mill St., this is at once credited to the Cosmopolitan for that is the key number of that publication, or if 90 Mill St. it goes to the Saturday Evening Post, and so on.

The advertising we are doing is done to **HELP YOU** sell Parker Pens. Now, however much we may think and plan to get this advertising as near right as possible, yet we realize it might be better. Perhaps **PLEASE SUGGEST**

some thought, word suggestion, sketch or anything pertaining to the advertising may occur to you, whereby the advertisement could be improved. If so, the writer asks as a personal favor to have you look it over in the various publications; criticise it, suggest anything which in your opinion will make it more effective, will be gladly welcomed. Will you not act upon our request?

We are now prepared to furnish pens with the emblem of almost any of the more prominent secret orders. Such as the Knight of Columbus, Blue Lodge, Shrine, Knight Templar, K. of P., I. O. O. F. Emblems are enameled in colors and on solid gold. Prices from \$12.00 up, according to size of pen.

## Price List of the Parker "Lucky Curve" Fountain Pens



No. 1. Plain Barrel Parker Lucky Curve. Price, \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the "Anti-Break" Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladie's Size. Price, \$2.00.

Handsome chased Barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with upper feed when so desired.



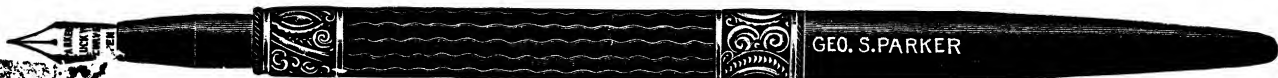
No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

Considerably larger than the ladie's size of the same number. Has the "Lucky Curve." This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



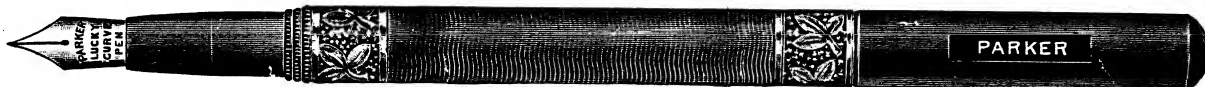
No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes, one size same as shown in engraving, the other, ladie's size, considerably smaller.



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most beautiful fountain. An ample ink reservoir. Beautifully gold mounted. A superb pen.

## Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further.



No. 14. Price, \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18-k. gold plate, will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 18. Price, \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is. No. 018—Jointless, same size and price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted. No. 020—Jointless, same size and price as No. 20.



No. 21. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 20, with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold-mounted pen we have ever seen.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay any one to purchase this pen if they are connoisseurs. No. 023—Jointless, same size and price as No. 23.



No. 23 1/2. Chased. Price, \$3.00.

This new style makes its first appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price, \$3.00.

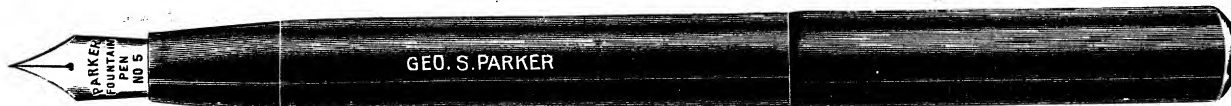
On account of shape will not roll. No complete

Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, No. 024—Jointless, same size and price as No. 24.



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper. No. 025—Jointless, same size and price as No. 25.

Any Pen from Nos. 18 to 28 inclusive, except No. 23½ furnished in either Black or Mottled Rubber.



No. 26. Price, \$6.00.

We make but one pen larger, No. 28. It tells the story of what real luxury may be had from the use of a large sized fountain. The smooth, beautiful action of this pen comes only from the larger sizes. Can be equipped with fine, medium, coarse or stub.



No. 28. Price, \$7.00.

This is a new number and makes its first appearance at this time. It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen.



No. 024. Bull Dog Special. Price, \$4.00.

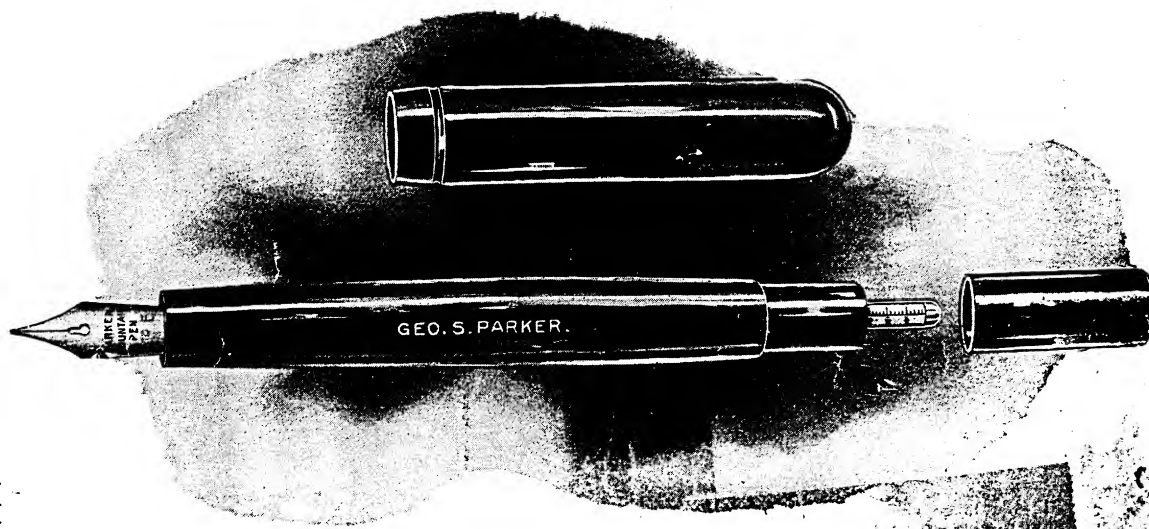
This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man, as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.



New Special. Slip over cap. Has the appearance of a \$2.50 pen. Price, \$1.50.

Physician's Fountain Pen. Price \$5.00.

Thermometer.  
I HAVE at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is a combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a further description is hardly necessary.



# Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



No. 40. Price, \$20.00. (Barrel and Cap Covered with Solid 18K Gold.)

We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner.



Silver Dollar. Upper or Lower Feed as desired. Price, \$1.00. Supplied under the name of "Palmer Pen if desired.

These pens are cheap, but good. They are not sold as equal to the "Lucky Curve" Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have "Lucky Curve" feed. Best the market affords for the price.

## Herewith we Illustrate for the First Time Cuts of some of the Most Beautiful New Style Goods we Have Ever Put Out

WITH ANY PEN, \$10.00 OR UP, WE WILL SEND FREE A PLUSH OR MOROCCO CASE.



No. 37. Sterling Silver. Price, \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly an unique covering for a fountain pen. No. 38, Gold, same as above. Price \$10.00.



No. 32 Sterling Silver. Price, \$5.00.

This is somewhat like No. 14, but even richer. Name plate. For a lady this pen is certainly ideal and at a medium price.



No. 33. Gold. Price, \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for ??????. Neat, tasty and a real beauty. Same design in Sterling Silver, No. 34, price \$4.50.



No. 35. Gold. Price, \$10.00. Gentlemens' Size.

Barrel and cap entirely covered with heavy 18-k. plate which will last for a life time. A magnificent creation. The delicacy of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 35. Ladies' Size. Price, \$10.00.

No. 36. Either size, same as above in Sterling Silver. Price \$8.00.



No. 31. Price \$7.50

No. 31 is a large size fountain covered with Sterling Silver. Space on name plate on which to engrave your name. The richness and refined elegance represented in this pen is apparent.

**Parker's Traveler's Fountain Pen Ink, No. 2 Package.** Price 25c. Screw Top. Wooden Case. Bottle fitted with Patent Fountain Filler. A great seller. Wholesale \$1.50 per Dozen

# Price List of the Parker Self-Filling Fountain Pen

"LISTEN TO THE CLICK". WHEN IT CLICKS IT'S LOCKED AND FILLED.

## A PRONOUNCED SUCCESS. THOUSANDS IN USE.

This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked where the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the barrel



which is shown by the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut below. As soon as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown above.



No. 20. Self Filler. Price, \$2.50.

This is the lowest priced Self-Filling Pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price, \$3.00.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.



No. 24. Self Filler. Price, \$4.00.

This is a full size larger than the preceding number, both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



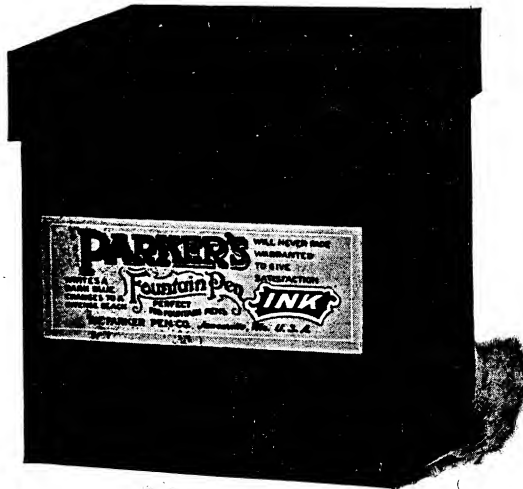
No. 25. Self Filler. Price, \$5.00.

largest Self-Filling Fountain Pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.

**WE ABSOLUTELY GUARANTEE THIS PEN TO BE EXACTLY AS REPRESENTED  
AND TO BE MORE SATISFACTORY THAN ANY OTHER SELF-FILLING  
FOUNTAIN PEN ON THE MARKET**

The pen is made only in the styles as shown on this sheet, and is sold at \$2.50, \$3.00, \$4.00 and \$5.00 each. If you are interested in a Self-Filling Fountain Pen, you will certainly be pleased with the new Parker Self-Filler.



**INK** If you are selling Fountain Pens and not selling the Parker Fountain Pen Ink, you are missing quite an amount of profit that is going elsewhere. This cut shows the style of package in which our 25c ink is packed. Each bottle is fitted with Patent Rubber Cork Fountain Filler, always ready. Packed in handsome colored cartoons. Price 25c each. Net wholesale price, \$1.25 per dozen. A quarter gross will go as cheaply by freight as a dozen.

**Travelers' Ink**—Bottle packed in handsome Screw Top Wooden Case, polished and colored. One of the best sellers we have ever put out. Retail price 25c. Wholesale price \$1.50 per dozen.

**Parker's Writing Fluid**—You cannot buy better ink than the Parker. It is made from the purest chemicals. Net wholesale price: Quarts, full measure, per dozen, \$4.00; pints, full measure, per dozen, \$2.25; 4 oz bottles, square new package, per gross, \$7.20; 2-oz. bottles, square, per gross, \$4.20.

**Parker's Combined Writing and Copying Fluid**—Quarts, full measure, per dozen, \$4.50; pints, full measure, per dozen, \$2.75; 4-oz. bottles, full measure, per gross \$4.40.

**Parker's Black Ink**—Net wholesale price: 2-oz. cones, per gross, \$2.75; 4-oz. bottles, per gross, \$4.00.

**Parker's Red Ink**—Net wholesale price: 2-oz. bottles, full measure, per gross, \$4.20; 4-oz. bottles, full measure, per gross, \$7.20; ½-pint bottles, full measure, per dozen, \$3.60.

**Banker's Safty Ink**—There is not a banker, lawyer or insurance man in your city of any note, that would not gladly make an investment in this wonderful ink, if he only knew about it. The only Safety Ink ever sold. Acids will not affect it. Quarts only. Speak to your lawyer or banker about it. They want it. Net wholesale price, per dozen, \$6.00.

**Carbon Paper**—For manufacturing; 100 sheets in a box, net, \$2.00. Please specify whether for pen or typewriter use.

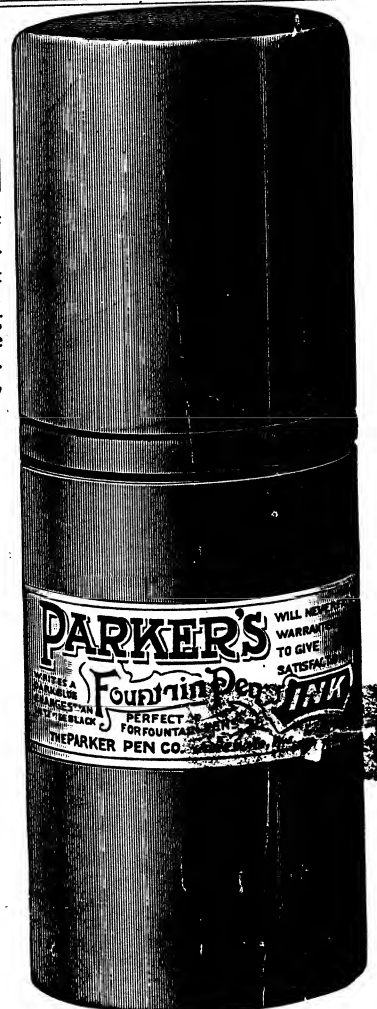
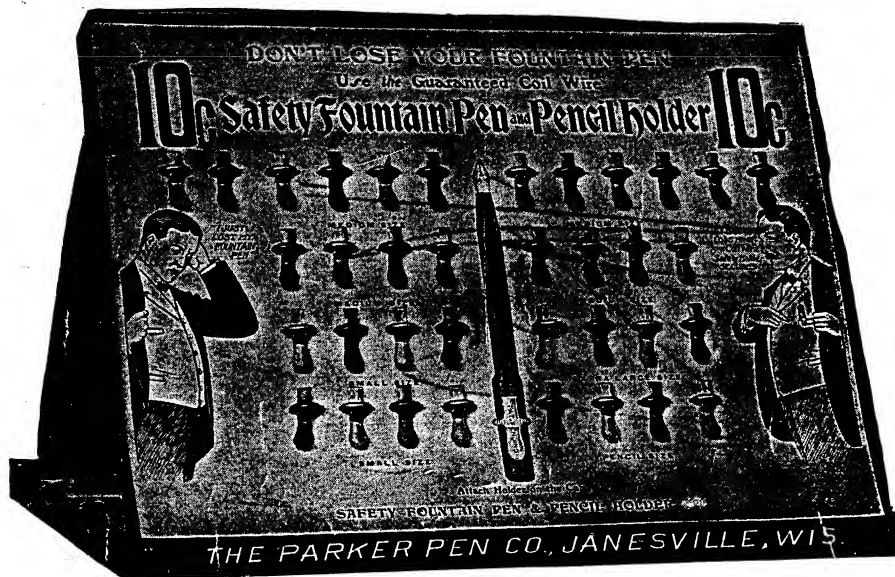
**Parker's Liquid Glue**—Net wholesale price: 1-oz. jar, round, large mouth, per dozen, 60c. Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

**Parker's Mucilage**—Net wholesale price: 2-oz. bottles, per gross, \$4.20; 4-oz. bottles, per gross, \$7.20; pint bottles, per dozen, \$3.00; quart bottles, per dozen, \$5.00.

ALL ABOVE PRICES ARE NET WHOLESALE

**REPAIRS.** Having a large factory equipped with the latest and most improved machinery for rubber working, we are prepared to do repairing of all kinds of Fountain Pens, and solicit your patronage.

Below is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band, (for soft rubber soon gets rotten and becomes worthless). The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at 5c and 10c each and cost \$1.00 per quarter gross, wholesale. Per gross, \$3.75.



No. 2—Parker Fountain Pen Ink. Exact Size. Price 25c.

**FOUNTAIN PEN INK** No. 1 Ink Packed in Handsome Cartoon, Fitted with Patent Rubber Cork Fountain Pen Filler, 25c.  
 No 2. For Travelers use. Bottle fitted into colored Polished screw top wood case. Takes the eye of every one. A good seller, 25c.